

"If it bleeds, it leads"-The more violent a story is, the earlier in the newscast it tends to appear

A 30 minute newscast has about 23 minutes of news (the rest are commercials--most commercials are for local companies)

Anchor--Person in the newsroom telling about the news (not out on the scene)

B-Roll—stock pictures or video that can be used for stories (was not filmed for that story specifically)

Call Letters: The letters of a local TV and radio. East of the Mississippi River they begin with "W" (examples: WDIV, WXYZ, WWJ, WOMC)

NOTE: Michigan is East of the Mississippi River

Lead Story-The first story in the newscast (the most shocking/important news)

Reporter--Person on the scene of a story, the person reporting live is a reporter

Rundown--The order of stories that will appear in a newscast

Teaser--A little preview of stories to come to "tease" you into continuing to watch

The Lower Third--The information at the bottom of the screen during a story, tells who the person is, the city, the name of the story (or other information that is needed/important)

Affiliate - A local station that subscribes to the services and programs of a network

Break – place designated within broadcast programming during which commercials run.

Teasers – short videos (with or without audio/video) that come at the end of one newscast segment often previewing what is coming up in the rest of the newscast.

Producer/Editor – Plans and supervises newscast. Can also work with reporters in the field planning and gathering information for stories.

Control Room - Where the technical equipment for putting a newscast on the air is kept and operated.

Spots (aka Commercials) – individual commercials that run during breaks.

P-S-A - aka Public Service Announcement - An advertisement for a not-for-profit organization such as the American Heart Association, Partnership for a Drug-Free America, etc..).

Nielsen – service primarily used in determining television ratings.

Live shot/Live Report – A TV news story during which a news anchor or reporter is live at a remote location.

Stand-up – part of package with reporter on screen reading/presenting information.

Voiceover (VO) – A TV news story during which a news anchor or reporter reads a script live as video is played

Green Screen--(in film and video techniques such as chromakey) a blue (or green) background in front of which moving subjects are filmed and which allows a separately filmed background to be added to the final image.